



How to Keep Score in Business: Accounting and Financial Analysis for the Non-Accountant (2nd Revised edition)

By Robert J.R. Follett

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, How to Keep Score in Business: Accounting and Financial Analysis for the Non-Accountant (2nd Revised edition), Robert J.R. Follett, The classic accounting guide for the non-expert has now been now fully updated! Long-time CEO Robert Follett shows you exactly how to "keep score" in business by reading and interpreting company financials. This is the number one guide to uncovering crucial business insights buried in balance sheets, income statements and other financial reports. Offering indispensable practical help for day-to-day business and investment decision-making, it includes up-to-the-minute coverage of ROI analysis, cash flow planning and identifying business trends. Perfect for new managers and entrepreneurs!.



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